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 (c) 2005 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2005/May 31
 (c) 2005 The Gale Group
File 20:Dialog Global Reporter 1997-2005/Jun 01
 (c) 2005 The Dialog Corp.
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 File 13:BAMP 2005/May W4
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 (c) 2005 The Gale Group

Set	Items	Description
S1	661	AU='ARAI M':AU='ARAI M.NEEDLER-'
S2	4	AU='ARAI MASA'
S3	411	AU='ARAI MASATOSHI':AU='ARAI MASATOSHI CALSONIC KANSEI CORPORATION'
S4	9	AU='ARAI MASATOSHI CALSONIC KANSEI CORPORATION':AU='ARAI MASATOSHI SILICONE ELECTRONICS MAT RES'
S5	1201	AU='ARAI, M':AU='ARAI, M.R.'
S6	0	AU='ARAI, MASATOSHI'
S7	6	AU='MASATOSHI A'
S8	3	AU='MASATOSHI ARAI'
S9	1	AU='MASATOSHI, A.'
S10	37	AU='KITAGAWA E':AU='KITAGAWA EIICHI'
S11	39	AU='KITAGAWA EIJI':AU='KITAGAWA EIJI'
S12	27	AU='KITAGAWA, E. ':AU='KITAGAWA, EIICHI'
S13	0	AU='KITAGAWA, EIJI'
S14	8	AU='EIJI K'
S15	1	AU='EIJI KITA'
S16	2	AU='EIJI, K.'
S17	2405	S1:S16
S18	1172	S17 FROM 347,348,349,350,371
S19	19	IC=G06F-017?
S20	19	S18 AND S19
S21	7	ADVERTISING?
S22	3	AUCTION?
S23	4	S20 AND (S21 OR S22)
S24	10	ADVERT?
S25	4	S20 AND (S22 OR S24)
S26	4	IDPAT (sorted in duplicate/non-duplicate order)
S27	2	IDPAT (primary/non-duplicate records only)
S28	1233	S17 NOT S18
S29	1	S28 AND (S22 OR S24)
S30	3	S27 OR S29

30/3, K/1 (Item 1 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014496410 **Image available**
WPI Acc No: 2002-317113/200236
XRXPX Acc No: N02-248258

Digital contents advertisement display system for digital TV
broadcasting, corrects advertisement tenant in contents functioning as
advertising medium, with respect to the highest bidding sponsor
Patent Assignee: FUJITSU LTD (FUIT); ARAI M (ARAI-I); KITAGAWA E (KITA-I)

Inventor: ARAI M ; KITAGAWA E

Number of Countries: 028 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1168210	A1	20020102	EP 2000311434	A	20001220	200236 B
US 20020002525	A1	20020103	US 2000736374	A	20001215	200236
JP 2002015217	A	20020118	JP 2000198544	A	20000630	200236

Priority Applications (No Type Date): JP 2000198544 A 20000630

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 1168210	A1	E	22	G06F-017/60	
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Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI TR
US 20020002525 A1 G06F-017/60
JP 2002015217 A 12 G06F-017/60

Digital contents advertisement display system for digital TV
broadcasting, corrects advertisement tenant in contents functioning as
advertising medium, with respect to the highest bidding sponsor
Inventor: ARAI M ...

... KITAGAWA E

Abstract (Basic):

... An advertisement tenant bidding unit (2) allows a sponsor to bid for an advertisement tenant included in contents distributed to sponsors. A determining unit (3) determines the sponsor that has the highest bid rate. A contents creation unit (4) corrects advertisement tenant based on the request from that sponsor. A contents distributor (5) distributes corrected contents which function as an advertising medium.

... a) Computer readable recording medium storing contents advertisement display program...

... b) Content advertisement display program...

... In Internet and digital TV broadcasting for providing advertisement for advertisement tenant such as car and artificial creature, within the distributed digital contents such as games...

... Allows an advertisement sponsor and a contents creator to directly deal with each other using this auction technique, with reduced advertising cost. Contents distributor realizes an appropriate income for the advertisement. The bidding price of an advertisement sponsor is earmarked for a part of the distribution fee of the contents such that...

...The figure shows the block diagram of the digital contents
advertisement digital system using auction .

... Advertisement tenant bidding unit (2
...Title Terms: ADVERTISE ;
International Patent Class (Main): G06F-017/60

30/3,K/2 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2005 Thomson Derwent. All rts. reserv.

014408422 **Image available**
WPI Acc No: 2002-229125/200229
XRPX Acc No: N02-176101

Three-dimensional interactive game system for advertising system, assigns
three-dimensional polygon data to characters for replacing object in
interactive game

Patent Assignee: FUJITSU LTD (FUIT)
Inventor: ARAI M ; MURAKAMI K
Number of Countries: 028 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1134009	A2	20010919	EP 2000310558	A	20001129	200229 B
JP 2001246170	A	20010911	JP 200061996	A	20000307	200229
US 20040248649	A1	20041209	US 2000716212	A	20001121	200481
			US 2004878232	A	20040629	

Priority Applications (No Type Date): JP 200061996 A 20000307

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
EP 1134009	A2	E 29	A63F-013/10	Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR
JP 2001246170	A	20	A63F-013/12	
US 20040248649	A1		G06F-017/00	Div ex application US 2000716212

Inventor: ARAI M ...

30/3,K/3 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC
(c) 2005 Institution of Electrical Engineers. All rts. reserv.

7058013 INSPEC Abstract Number: B2001-11-6210R-017, C2001-11-6130M-007
Title: New services in the age of broadband-interactive
commercial/multimedia information retrieval

Author(s): Arai, M. ; Shiitani, S.
Journal: Fujitsu vol.52, no.4 p.285-91
Publisher: Fujitsu,
Publication Date: 2001 Country of Publication: Japan
CODEN: FUJTAR ISSN: 0016-2515
SICI: 0016-2515(2001)52:4L.285:SBIC;1-V
Material Identity Number: D926-2001-004
Language: Japanese
Subfile: B C
Copyright 2001, IEE

Author(s): **Arai, M.** ; Shiitani, S.

...Abstract: communicates with customers to acquire customer profiles. Then, based on these profiles, the system displays **advertisements** that

fit each customer's interests. To attract customers, the character simulates autonomous behavior in...

...Identifiers: **advertisements** ;